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Project
- The Magic of Synergies -



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**JOINT SUSTAINABLE TOURISM PROGRAMME IN
THE CROSS-BORDER AREA ELIN PELIN AND
LESKOVAC**

Place: Elin Pelin & Leskovac

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DISCLAIMER

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ОБЩИНА ЕЛИН ПЕЛИН



TURISTICKA ORGANIZACIJA LESKOVAC



Centar za razvoj Jablaničkog
i Pčinjskog okruga



The project is co-funded by EU through the Interreg-IPA CBC Bulgaria–Serbia Programme.

The Joint Sustainable Tourism Programme in the cross-border area Elin Pelin and Leskovac (hereafter: Joint Programme) represents a new approach based on dialogue and stakeholder cooperation where planning for tourism and heritage management is integrated at a destination level. Joint Programme provide the tools to manage tourism efficiently, responsibly, and sustainably based on the local context and needs. a joint program is a complex document consisting of the following elements:

- 1) Short (one year) and medium-term (5 years) operational programme indicating measurable outcomes, responsibilities, resource input and timelines. This operational programme is developed in the first two-day workshop was held on 18-19.05. 2021 in Elin Pelin, Bulgaria. The basis for the elaboration this operational programme is Common strategy for sustainable tourism in the cross-border area Elin Pelin and Leskovac 2021-2026.
- 2) 10 most important project concepts identified and developed in the second was held on 03-04.06. 2021 in Elin Pelin, Bulgaria.
- 3) Joint monitoring programme to measure visitor's satisfaction at festivals. This programme is containing monitoring requirements, objectives and planned indicators, questionnaire and data processing application, monitoring report template. This Joint monitoring programme is developed by project partner 3.
- 4) Sustainable Tourism Toolkit. The purpose of this toolkit is to provide stakeholders the tools to manage tourism efficiently, responsibly, and sustainably based on the local context and needs. Toolkit supports the interrelated approaches of "community-oriented tourism planning" and "sustainable tourism". The toolkit includes set of tools and recommendations applicable to measurement and evaluation of 4 main impact indicators of sustainable tourism as well as satisfied visitors, profitable tourism industry, engaged community and protected environment. The toolkit accordingly contains stakeholder's destination management explanation; data collection and keeping records; data evaluation; use of indicators in planning process, marketing, and positioning. Moreover, contains instructions for the core tourism Indicators related to Elin Pelin and Leskovac (destination management core Indicators; economic value core Indicators; social and cultural Impact core Indicators and environmental impact core Indicators) destination profile (Elin Pelin-Leskovac); destination management survey template; enterprise survey template; resident survey template; visitor survey template.
- 5) E-guide on EU funding for the tourism sector (2014-2020). This guide provides overall information on various EU programmes related to the funding opportunities for projects in tourism sector. Guide enabling private and public entities promoting tourism destinations or developing tourism services.

Output(s):

- **Operational Programme:** Short (one year) and medium-term (5 years) operational programme and 10 project concepts regarding promoting tourism destinations or developing tourism services. E version in English, Bulgarian and Serbian language (40 pages A4).
- **Sustainable Tourism Toolkit:** E version in English, Bulgarian and Serbian language (30 pages A4).
- **Joint monitoring programme:** monitoring programme, bilingual questionnaire, trilingual data processing application and monitoring report template. E version in English, Bulgarian and Serbian language (10 pages A4).
- **E-guide on EU funding for the tourism sector (2014-2020):** E version in English, Bulgarian and Serbian language (50 pages A4).